

APRIL/MAY 2023

**DOCM16A/GOCM16A — PRINCIPLES OF  
MARKETING**

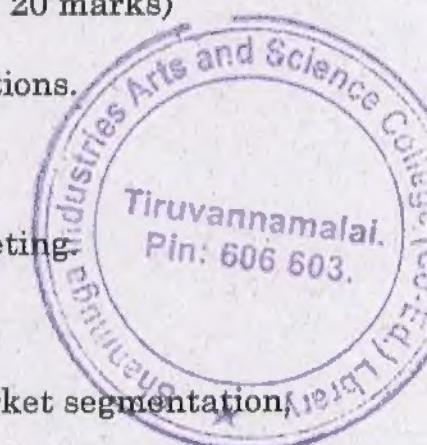
Time : Three hours

Maximum : 75 marks

**SECTION A — (10 × 2 = 20 marks)**

Answer ALL questions.

1. What is marketing?
2. Analyse the concept of Marketing.
3. Define Consumer behaviour.
4. Relate the importance of market segmentation.
5. What is a product Life Cycle?
6. Label the stages in product development.
7. What is pricing strategy?
8. Define channels of distribution.
9. What is meta Marketing?
10. Define demarketing.



**SECTION B — (5 × 5 = 25 marks)**

Answer ALL questions.

11. (a) Summarise the classification of market.

Or

- (b) Discuss the evolution of marketing.

12. (a) What is geographic marketing?

Or

- (b) Explain market segmentation.

13. (a) Illustrate promotion as a marketing mix.

Or

- (b) Write a note on saturation.

14. (a) What is skimming pricing?

Or

- (b) What are the factors affecting pricing decision.

15. (a) What do you mean by online retailing?

Or

- (b) Explain social marketing.

**SECTION C — (3 × 10 = 30 marks)**

Answer any THREE questions.

16. Outline the functions of marketing.

17. Evaluate the types of marketing segmentation.

18. Explain the classification of product.

19. Discuss the types of pricing strategy.

20. Examine the pros and cons of demarketing and Remarketing.

